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Inside Information

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"DC" REGION OF ACE ELECTS OFFICERS

Members of the Washington, DC, Region of Agricultural Communicators in Education have elected new officers.

Jim Johnson, current vice-president of the group and past national president of ACE, was elected president for the 1980-81 year.

Johnson is acting assistant public affairs director for broadcasting and film in USDA's Office of Governmental & Public Affairs.

Bill Carnahan, current secretary of the DC Region and past president of the region, was elected vice president. He is an extension communications specialist in USDA's Science & Education Administration.

Paula Klevan, an information specialist with USDA's Food Safety & Quality Service, was elected treasurer.

Diane O'Connor, an information specialist with USDA's Forest Service, was elected secretary.

Johnson will succeed Christine Quinn, information officer with the Farm Credit Administration, as president.

FIRST USDA WRITING WORKSHOP SET

First workshop on effective writing for USDA employees, by USDA's Office of Governmental & Public Affairs, begins June 8.

Deborah Smith of the USDA Publishing Center is working with their personnel training officer to offer a six-part workshop for the Secretary's staff offices.

The workshop will emphasize professional writing skills.

RADIO-TV WORKSHOP SCHEDULED BY NAGC

National Association of Government Communicators is sponsoring a workshop on radio-television broadcasting, including writing, editing and production, in Washington, D.C., May 27, 6:15 to 8:30 p.m. at PEPCO auditorium.

Sander Vanocur, ABC, will serve on panel. Call 524-5476 or 524-0303 for details.

TENNESSEE INFO DIRECTOR'S POSITION OPEN

Applications are being solicited for the director of communications, Institute of Agriculture, University of Tennessee, at Knoxville.

The director of the Office of Communications at Tennessee is responsible for providing information and communications services in support of the Institute.

The Institute administers teaching, research and extension programs in agriculture (including forestry, fisheries and wildlife), veterinary medicine, and home economics.

The communications director is directly responsible to university vice president for agriculture, who is chief administrative officer of Institute of Agriculture.

The director must have had formal training and experience in communications.

An agricultural background is highly desirable, as are outgoing personality and talent in interpersonal relations.

Demonstrated organizational and administrative ability also are desirable.

Salary will be commensurate with applicant's qualifications.

Nominations and applications may be submitted before July 1, 1981, to: G.N. Rhodes, Chairman, Advisory Committee on Selection of the Communications Director, University of Tennessee, P.O. Box 1071, Knoxville, TN 37901.

PROCEEDINGS ON FOOD SAFETY PUBLISHED

Printed copies of the proceedings of the fourth national food policy conference, "Focus on Food Safety," held in Washington in April, are now available.

The 60-page publication carries the unedited transcription of various speakers' remarks at the conference, co-sponsored by Community Nutrition Institute and Food Marketing Institute.

Copies are available from FMI, located at 1750 K Street, NW, Washington, DC 20006 or CNI, located at 1146 19th Street, NW, Washington, DC 20036.

TEXAS AGRICULTURE FACES CRITICAL DECADE

Texas A&M University has published a 111-page book, although regional in scope, which touches on important agricultural issues that transcend state boundaries.

The Department of Agricultural Communications at Texas A&M assisted administrators and scientists of the Texas Agricultural Experiment Station in developing "Texas Agriculture in the 80's, the Critical Decade."

Publication is intended for use in identifying critical areas for redirecting and developing agricultural research.

Commodities of major importance in the Texas economy were used to target needs and provide parameters for the analyses.

Impressive returns on research investments are included in reviewing recent technology development in the commodity sections.

A copy of the book is available from Gary L. Arnold, Department of Agricultural Communications, Texas A&M University, College Station, TX 77843.

Or call (713) 845-2211.

NATIONAL ENQUIRER TO RUN USDA TIPS

The National Enquirer, the weekly newspaper which recently has been making news, will begin a series of "USDA Money-Saving Tips" sometime in June.

At the request of an Enquirer reporter, a meeting was arranged by Russell Forte acting head of USDA's Media Liaison Center with representatives from several USDA agency information offices.

The result will be a monthly series of 10 money-saving tips published for about 10 or 12 months running in the weekly sold only through racks at retail store outlets.

The first 15 tips deal with plentiful milk, peaches, fresh vegetables, cantaloups, mixing your own window cleaner, when to water plants, summer cooling, furniture polishing, growing parsley, refrigerator maintenance, and getting rid of garden slugs and Japanese beetles (using beer for the former and soapy water for the latter).

Yes, all these tips came from USDA agency sources.

For further information about this project contact Russell Forte, Media Liaison Center, Office of Governmental & Public Affairs, Room 406-A, U.S. Department of Agriculture, Washington, DC 20250.

Or call (202) 447-2505.

MICHENER ON INTEGRITY IN JOURNALISM

Former Pulitzer prize winner James A. Michener comments on integrity in journalism in the May 4 issue of U.S. News & World Report magazine.

In analyzing the 'recent debacle in awarding of a Pulitzer prize to Janet Cooke of the Washington Post, the well-known author had some sound words of advice, particularly for aspiring young journalists.

He said Cooke progressed so fast in her profession that she did not learn its great traditions.

"The traditional news reporter begins slowly under some cantankerous editor with high professional and grammatical ideals," Michener said.

"One learns painfully to distinguish between truth and fiction.

"One is knocked about by one's equally gifted colleagues and watches what happens when either blind ambition or excessive drinking destroys a promising talent.

"Always there is the steady accumulation of standards," he said. "It takes about a decade to make a good newsman."

Michener also says the profession "should insist that young men and women serve proper apprenticeships, because throughout history that is how standards and traditions have been kept high.

"The number of attractive-looking young people posing as newsmen on television with never a shred of hard-news experience is shocking," he says.

"The parade of people reporting to newspaper offices without any knowledge of English or of American history is appalling.

"Young people learn their profession, whatever it may be, by studying the best work of their predecessors," he advises.

(Editor's Note: Maybe there are some bits of wisdom for young (and old) agricultural communicators in Michener's words.)

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